Amendments to Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1-35 (Canceled)

36. (New) A method for multi-casting video content to a user computer, the method comprising:

distributing a video content program stream from a content center to a regional data center via an open network;

distributing the video content program stream from the regional data center to a user computer via a distribution network according to a multi-cast protocol;

transmitting non-video data comprising a viewer participation activity, wherein the user computer is adapted for converting the video content program stream and the non-video data into an on-screen video display arranged into regions; and

displaying the viewer participation activity in a viewer participation region contemporaneously with displaying the video content program stream in a video content region.

37. (New) The method for multi-casting video content of claim 36, wherein the multi-cast protocol further comprises Internet Group Management Protocol (IGMP) and class D addressing with private multi-cast addresses.

38. (New) The method for multi-casting video content of claim 36, wherein the open network is selected from the group consisting of a satellite network, a terrestrial wireless network, a cable network, and a fiber optic network.

39. (New.) The method for multi-casting video content of claim 36, wherein the distribution network is selected from the group consisting of a satellite network, a terrestrial wireless network, a cable network, and a fiber optic network.

40. (New) The method for multi-casting video content of claim 36, wherein the distribution network is interactive and wherein the viewer participation region comprises an interactive portion responsive to a means of user selection.

41. (New) The method for multi-casting video content of claim 40, wherein the viewer

participation activities are selected from the group consisting of a chat activity, a game activity, an instant messaging activity, an application activity, a participation poll activity, and a parental control activity.

42. (New) The method for multi-casting video content of claim 36, wherein the video content program stream comprises a pre-recorded program, wherein the distribution network is interactive and wherein the method further comprises:

transmitting non-video data comprising a control command associated with the pre-recorded program;

displaying the control command in a control command region, wherein the command control region comprises an interactive portion responsive to a means of user selection;

generating, at the user computer, user data corresponding to selection of the control command;

receiving the user data at the regional data center via the distribution network; and

executing the control command.;.

43. (New.) The method for multi-casting video content of claim 42, wherein the control command is selected from the group consisting of video stop, video start, video rewind, video pause, video freeze frame, video slow motion, video display size, video image save, program menu, channel selection, volume, and audio mute.

44. (New) The method for multi-casting video content of claim 36 further comprising:

transmitting other non-video data comprising a link to information relating to the video content program stream;

displaying the link in a link region contemporaneously with displaying the video content stream in the video content region, wherein the link is dynamically selected based on the video content program stream.

45. (New) The method for multi-casting video content of claim 44, wherein the distribution network is interactive and wherein the link region is responsive to a means of user selection.

46. (New) The method for multi-casting video content of claim 44, wherein the link is selected from the group consisting of a game link, a puzzle link, a surprise link, an informational link, and an offer link.

47. (New) The method for multi-casting video content of claim 46, wherein the offer link

comprises an offer to sell goods and services related to video content program stream.

48. (New) A system for multi-casting video program content and non-video data over a distribution network, the system comprising:

a video program content stream;

non-video data comprising a viewer participation activity;

a multicasting computer adapted for:

receiving the video program content stream;

receiving the non-video data;

distributing the video content program via a distribution network according to a multi-cast protocol; and

transmitting the non-video data contemporaneously with the video program content over the distribution network; and

a user computer, wherein the user computer is adapted for:

converting the video content program stream and the non-video data into an on-screen video display arranged into regions; and

displaying the viewer participation activity in a viewer participation region contemporaneously with displaying the video content program stream in a video content region.

49. (New) The system for multi-casting video content program and data content over a distribution network of claim 48, wherein the multi-cast protocol comprises Internet Group Management Protocol (IGMP) and class D addressing with private multi-cast addresses.

50. (New) The system for multi-casting video content program and data content over a distribution network of claim 48, wherein the distribution network is selected from the group consisting of a satellite network, a terrestrial wireless network, a cable network, and a fiber optic network.

51. (New) The system for multi-casting video content program and data content over a distribution network of claim 48, wherein the viewer participation activities are selected from the group consisting of a chat activity, a game activity, an instant messaging activity, a application activity, a participation poll activity, and a parental control activity.

52. (New) The system for multi-casting video content program and data content over a

distribution network of claim 48, wherein the distribution network is interactive and wherein the viewer participation region comprises an interactive portion responsive to a means of user selection.

53. (New) The system for multi-casting video content program and data content over a distribution network of claim 48,

wherein, the video content program stream comprises a pre-recorded program;

wherein, the distribution network is interactive;

wherein, the system further comprises non-video data comprising a control command associated with the pre-recorded program; and

wherein the user computer is further adapted for:

displaying the control command in a control command region, wherein the command control region comprises an interactive portion responsive to a means of user selection; and

generating user data corresponding to selection of the control command; and

wherein the multicasting computer is further adapted for:

receiving the user data via the distribution network; and

execute the control command.

54. (New) The system for multi-casting video content program and data content over a distribution network of claim 53, wherein the control command is selected from the group consisting of video stop, video start, video rewind, video pause, video freeze frame, video slow motion, video display size, video image save, program menu, channel selection, volume, and audio mute.

55. (New) The system for multi-casting video content program and data content over a distribution network of claim 48, wherein the multicasting computer is further adapted for transmitting other non-video data comprising a link to information relating to the video content program stream and wherein the user computer is further adapted for displaying the link in a link region contemporaneously with displaying the video content stream in the video content region, and wherein the link is dynamically selected based on the video content program stream.

56. (New) The system for multi-casting video content program and data content over a distribution network of claim 55 wherein the distribution network is interactive and wherein the

link region comprises an interactive portion responsive to a means of user selection.

57. (New) The system for multi-casting video content program and data content over a distribution network of claim 55, wherein the link is selected from the group consisting of a game link, a puzzle link, a surprise link, an informational link, and an offer link.

58. (New) The system for multi-casting video content program and data content over a distribution network of claim 57, wherein the offer link comprises an offer to sell goods and services related to video content program stream.

59. (New) A method for multi-casting video content to a user computer, the method comprising:

inserting a buffering marker and a display marker in a video content program stream;

associating non-video data with the buffering marker and the display marker;

inserting the non-video data in the video content program stream;

distributing the video content program stream comprising the buffering code marker, the display code marker, and the non-video data from a content center to a regional data center via an open network;

distributing the video content program stream comprising the buffering code marker, the display code marker, and the non-video data to a user computer via a distribution network according to a multi-cast protocol;

buffering the non-video data at the user computer at a time determined by the buffering marker; and

displaying the non-video data on the user computer contemporaneously with the video content program stream at a time determined by the display marker.

60. (New) The method for multi-casting video content of claim 59, further comprising:

inserting a local buffering marker and a local display marker in the video content program stream at the regional data center;

associating the local buffering marker and the local display code marker with local non-video data stored at the regional data center;

distributing the video content program stream comprising the local buffering marker and the local display code marker, and the local non-video data from the regional data center to the user computer via the distribution network according to the multi-cast protocol;

buffering the local non-video data at the user computer at a time determined by the local

buffering marker; and

displaying the local non-video data on the user computer contemporaneously with the video content program stream at a time determined by the local display marker.

61. (New) A system for multi-casting video program content and non-video data over a distribution network comprising:

a video program content stream, wherein the video program content stream comprises non-video data related to the video program content stream and associated with a buffering marker and a display marker;

a multicasting computer adapted for:

receiving the video program content stream; and

distributing the video program content stream via a distribution network according to a multi-cast protocol; and

a user computer connected to the distribution network and adapted for:

buffering the non-video data at a time determined by the buffering marker; and

displaying the non-video data contemporaneously with a display of the video program content stream at a time determined by the display marker.

62. (New) The system for multi-casting video program content and non-video data over a distribution network of claim 61, further comprising a regional data center having a local multicasting computer, and wherein the local multicasting computer is adapted for:

receiving the video content program stream via the distribution network;

inserting local non-video data into the video content program stream at the regional data center;

inserting a local buffering marker and a local display marker into the video content program stream comprising video content;

associating the local non-video data related to the video content with the local buffering marker and the local display marker; and

distributing the video content program stream to the user computer via the distribution network according to the multi-cast protocol; and

wherein, the user computer is further adapted for:

buffering the local non-video data at the user computer at a local buffering time

determined by the local buffering marker; and

displaying the non-video data on the user computer contemporaneously with the video content program stream at a local display time determined by the display marker.